

April 30, 1982

Jim James
9904 121 Avenue
Grande Prairie, Alberta

Dear Mr. James,

The North Peace Historical Society has coordinated a five month project for downtown Fort St. John to celebrate the 40th Anniversary of the Construction of the Alaska Highway. A temporary Alaska Highway Museum displaying memorabilia of the Alaska Highway construction era will operate from May to September 30, 1982. The museum will receive maximum exposure on the regional level and, through tourist involvement, the museum success may filter continent wide.

The temporary museum will use displays presently housed in the Peace Island Park Museum in Taylor, 12 miles away, and share student employees with that museum. Transportation of displays and students offers a unique and highly visible form of promotion for a rental agency.

For the project, the Historical Society needs a pick-up truck in working condition, the only requirement. The truck would have a large sign on both sides: The Alaska Highway Museum - Transportation courtesy of (rental agency) The truck would be in use daily along the Alaska Highway, in Taylor, and in Fort St. John constantly advertising the good will of the rental agency.

The Historical Society can offer a tax-deductible receipt for the five months rental and maximum promotion through radio, newspaper, poster and brochure credits along with the truck signs.

The project is a community effort to provide an educational activity for residents and retain tourists in the community for a short time. The space rental has been donated by Highfield Development; Employment and Immigration Canada has provided student employment; Northern Lights College will supply desks, chairs, and audio visual equipment; Canada Council has granted the cost of a transportation exhibit; the Cultural Services Branch of the Provincial Secretary, the Leon and Thea Koerner Foundation, and New Horizons are reviewing our grant applications at the present; and the Downtown Businessmen's Association will donate supplies and materials.

We would like to include Tilden as one of the participants that made this project possible. We have begun assembling the display area and find transportation as one of our biggest problems. Please phone me during the day or in the evening: 785-6214. Thank you for your interest in the project.

Sincerely,

Susan E. Popesko
Susan E. Popesko
Resource Development Officer
Northern Lights College

cc: Bob McDermott

LOOKING BACK ON AN ERA
THE ALASKA HIGHWAY MUSEUM

Objective: To provide an educational summer activity for the community of Fort St. John and tourists travelling the Alaska Highway while celebrating the 40th Anniversary of the Construction of the Alaska Highway. The museum will be the first of its kind devoted to Alaska Highway memorabilia.

Timing: The five month period between May and September 1982 is during the prime tourist season for the North. Preparation time will be in May and the opening will be in June prior to the Alaska Highway Symposium June 19 and 20.

Location: A central location in the heart of Fort St. John will allow maximum exposure of the city core to tourists who may be potential residents. The location also provides visibility of the project for interested local people.

Activities: Preliminary list of possibilities.

Exhibits: special collection of Alaska Highway memorabilia.
extensive studies on transportation and communication systems during the era of construction of the highway.
photography exhibit from original negatives of the pioneer days in the North Peace.
local paintings for display and for sale of the Alaska Highway Era and the North Peace countryside.

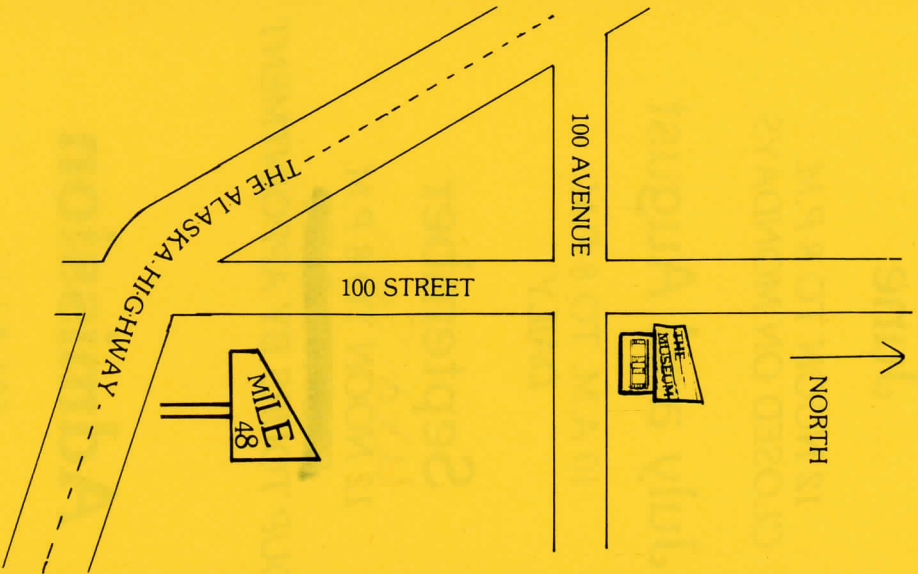
Communications:

serve as a source of information for questions concerning the history of the Alaska Highway
serve as the contact and interviewing center for the pioneer taping project, "Before Its Too Late" for those returning pioneers of the Alaska Highway Era.
distribute 40th Anniversary Celebration schedule of events and additional information.
offer space for coordination of special events in the community.

Sponsorship: Student Employment Project of Employment and Immigration Canada, Historical Society, Museum Board Committee, Peace Island Park Museum, Northern Lights College and others will be named as they accept involvement in the project.

Budget: The approximately \$18,000 projected budget will include operation and coordination.

**The
Alaska Highway Museum
in Fort St. John
British Columbia**



**Visit the Peace Island
Park Museum for more
of the North Peace Past.**

**PEACE ISLAND PARK MUSEUM
BY THE PEACE RIVER BRIDGE
MILE 35 OF THE ALASKA HIGHWAY**

TRANSPORTATION IN THE NORTH

The Museum is a four month project co-ordinated by the North Peace Historical Society and Northern Lights College

IN CO-OPERATION WITH

- Employment Development Branch of
Employment and Immigration Canada
- Explorations Canada Council
- Highfield Development
- Leon and Thea Koerner Foundation
- Museums and Galleries Assistance of the
B.C. Cultural Services Branch
- Tilden Rent-a-Car
- Tucker Enterprises Ltd.

AND SPECIAL APPRECIATION TO

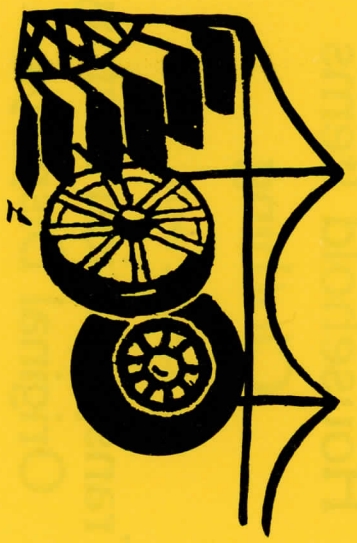
- Alaska Highway News
- Alaska Highway Symposium
- Art Group
- Beaver Lumber
- Canadian Imperial Bank of Commerce
- Central Men's Wear
- CKNL Radio
- Downtown Association
- Energy, Mines and Petroleum Resources
- Havon Fun Hobby and Camera
- Kelly's Stereo
- Lynn Ross
- Michael Emme
- Michael Martin
- Mukluk Trading Post
- Northern Lights College Resource Development
- Northern Lights College General Mechanics
- Northern Lights College Visual Arts
- North Peace Savings & Credit Union
- Peace River Photography
- Peter Franklin
- Potters' Guild
- Rainbow Sign Co.
- Rich Peterson
- Safetyway
- Schafer Safety Service
- School District #60
- Shield's Auto Glass and Trim Ltd.
- Sterling Kerr
- Target Printers

THE ALASKA HIGHWAY MUSEUM

10003 - 100th Street
Fort St. John, British Columbia
CURATOR: SUSAN BIRLEY
(604) 787-0430

**THE
ALASKA
HIGHWAY
MUSEUM**

IN THE HEART OF
FORT ST. JOHN, BRITISH COLUMBIA



A CELEBRATION HONOURING
THE CONSTRUCTION OF
THE ALASKA HIGHWAY
1942 - 1943

What to See . . .

Photographs

Souvenirs

Memorabilia

OF THE ALASKA HIGHWAY
CONSTRUCTION ERA

Furniture

Tools, Inventions

Household Items

Clothing

OF THE 1940's

Transportation History

Original Displays

OF THE NORTH

Changing Exhibits

Wildlife Displays

OF LOCAL INTEREST
GROUPS

What to Do

View Slides and Films

OF HISTORY AND GEOGRAPHY

Take Part in

Demonstrations
OF PIONEERING ACTIVITIES

Listen to Local Stories

OF NORTH PEACE PIONEERS

What is Offered..

Art Gallery Sales

COMMISSIONS: 10% NON-PROFIT
ORGANIZATIONS, 15% INDIVIDUAL
ARTISTS, 30% LOCAL COMMERCIAL

Office Space

FOR CO-ORDINATION OF SPECIAL
EVENTS

School and Group Tours

BY APPOINTMENT

When to Come. .

June

12 NOON TO 8 P.M.
CLOSED ON MONDAYS

July and August

10 A.M. TO 8 P.M.
DAILY

September

Wed - Sun
12 NOON TO 8 P.M.

GROUP TOURS BY APPOINTMENT

Admission

50¢ Adults

25¢ Children

25¢ Senior Citizens

Historical Society Members Free

MEMBERSHIPS AVAILABLE \$2.00

LOOKING BACK ON AN ERA

THE ALASKA HIGHWAY MUSEUM

Objective: To provide an educational summer activity for the community of Fort St. John and tourists travelling the Alaska Highway while celebrating the 40th Anniversary of the construction of the Alaska Highway. The museum will be the first of its kind devoted to Alaska Highway memorabilia.

Timing: The five month period between May and September 1982 is during the prime tourist season for the North. Preparation time will be in May and the opening will be in June prior to the Alaska Highway Symposium. Due to the financial set-back in obtaining a permanent Pioneer and Oil Museum for Fort St. John, this temporary project dedicated to the Alaska Highway will serve as a community activity and show the benefits of a museum in the city of Fort St. John.

Location: A central location in the heart of Fort St. John will allow maximum exposure to residents and tourists. Parking is readily available and tourists will be drawn to the downtown core.

Activities: Exhibits: special collection of Alaska Highway memorabilia
extensive study display on transportation and communication systems during the era of construction
photography exhibit of pioneer days in the North Peace
local paintings and pottery for display and sale

Communications: serve as a source of information for questions concerning the history of the Alaska Highway
serve as the contact and interviewing centre for the pioneer oral history project "Before It's Too Late" for those returning pioneers of the Alaska Highway Era
distribute 40th Anniversary Celebration schedule of events and additional information
offer space for coordination of special events in the community

Educational: prepare school kits for September school visits
show film and slide shows on historical sites, recreation sites, history, anthropology, geography, geology

Sponsorship: Student Employment Project Employment and Immigration Canada, Historical Society, Museum Board Committee, Peace Island Park Museum, Northern Lights College, Stage North Theatre Society, Trail of '42 Committee of the Alaska Highway Adventure, Alaska Highway Symposium Project, Peace River Alaska Highway Tourist Association, Arts Council, School District#60, Other contributors will be named as they accept involvement.

Budget: The approximately 39,000 projected budget will include operation and coordination.

LOOKING BACK ON AN ERA

The Alaska Highway Museum

May-September 1982

Expenses

Rent	\$17,500
Utilities	2,035
Student Employment Salaries	5,139
Coordinator's Salary	5,000
Materials and Supplies	6,000
Equipment Rental	600
Telephone and Office Supplies	300
Transportation of Displays	100
Publicity and Brochures	1,000
Labour Assembling	1,800
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	\$39,474

Revenue

Commission on Art Sales	\$300
Souvenirs Revenue	300
In-Kind Contribution	1,800
Donations and Contributions	37,074
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	\$39,474

Applied for and received

Rent (Highfield Development)	\$17,500
Utilities (Historical Society)	2,035
Equipment Rental (Northern Lights College)	600
Part materials and supplies (Rainbow Sign Company)	1,000
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	\$21,135

Applied for

Student Salaries (Employment and Immigration Canada)	\$5139	<i>received April 21, 19</i>
Coordinator's Salary and part Publicity (Local Businesses)	5800	
Materials and Supplies (Cultural Services Branch)	5000	
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	\$15,939	

NORTHERN LIGHTS COLLEGE

SERVING NORTHEASTERN BRITISH COLUMBIA

February 9, 1982

L.A. Heath Management
P.O. Box 10164
Pacific Center
Vancouver, B.C. V7Y 1E4

Dear Mr. Heath,

The 40th Anniversary Celebration of the Building of the Alaska Highway will begin this Spring and continue for 20 months (the length of time for the actual construction of the highway). Each community along the Alaska Highway is preparing for the largest tourist influx of recent years by co-ordinating special events and attractions. Particular attention is directed toward keeping the tourist in the community by making his stay worthwhile. The development of a temporary Alaska Highway Museum in the center of town during the summer is a prime attraction for both tourists and local residents.

The Historical Society and the Northern Lights College would like to use the vacant People's Drug Mart space in Fort St. John for five months, May through September 1982, for a museum entitled "Looking Back on An Era" The Alaska Highway Museum. The sizable space is a perfect location for a project of this magnitude and importance to the community.

The use of this area as an educational tourist attraction during the summer, when prospective tenants may travel through Fort St. John, would give maximum exposure of rental possibilities. The Historical Society, as a non-profit organization, can offer tax-deductible receipts for rent of this, otherwise, vacant space. Allowing the museum to use this space is a community service and acknowledgment would be given for making this five month project possible.

BOX 1059, CHETWYND, B.C., V0C 1J0
PHONE: (604) 788-2248

10908 100TH ST., FORT ST. JOHN, B.C., V1J 3Z6
PHONE: (604) 785-6377 036-76193


BOX 860, FORT NELSON, B.C., V0C 1R0
PHONE: (604) 774-2747 TLX: 036-73193

11401 8TH ST., DAWSON CREEK, B.C., V1G 4G2
PHONE: (604) 782-8251 TLX: 036-77241



NORTHERN LIGHTS COLLEGE

SERVING NORTHEASTERN BRITISH COLUMBIA



When a tourist has a reason to stop in a community, his stay usually adds to various aspects of the economy. We are looking forward to sharing this effort with you. Please contact me as soon as possible. Thank you for your time and interest.

Sincerely,

Susan E. Popesku
Resource Development Officer

c.c.
Highfield Developments
Pierce Hoddinott
Gerry Tucker

BOX 1059, CHETWYND, B.C., V0C 1J0
PHONE: (604) 788-2248

10908 - 100TH ST., FORT ST. JOHN, B.C., V1J 3Z6
PHONE: (604) 785-8981 TLX: 036-75193

BOX 860, FORT NELSON, B.C., V0C 1R0
PHONE: (604) 774-2741 TLX: 036-73193

11401 - 6TH ST., DAWSON CREEK, B.C., V1G 4G7
PHONE: (604) 782-2051 TLX: 036-77241